



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Contract # 334140

Schedule Dates

09/28/12-09/30/12

Advertiser

Pol/K Rothfus/R/Congress (13160)

Agency/T-Code

Strategic Media Placement (3469)/157739025

Product

Political -Federal Candidate (1067)

Brand

POL/K.ROTHFUS/R/CON/PA (130629)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

EVERSOLE, WHITNEY

Phone/Fax

/

CPE

2772

Account Types

National/Political

Billing Type

Standard

Comments

KEITH ROTHFUS 9/27

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered

09/27/12

Last Modified

09/27/12

Entered By

Jennifer Stewart

CO-OP

Yes

Headline #

06353074

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,882.50

Net Total

\$10,667.50

Sales Tax

Strategic Media Placement  
7669 Slagers Loop  
Delaware, OH 43205

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Grand Total:

\$12,550.00

Spots

9

Rate

\$12,550.00

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:59A- Channel 11 News 6am	1					1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/27/12
2.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)	1						1		1	\$275.00		Pittsburgh (WPXI)	SAT 8A-1030A/2	9/27/12
2.0.1	Preempt	09/29/12															Pittsburgh (WPXI)	Program Change/Exception	
3.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)	1						1		1	\$275.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/3	9/27/12
3.0.1	Preempt	09/30/12															Pittsburgh (WPXI)	Program Change/Exception	
4.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:30P- 6P (EST)	1					1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	9/27/12
5.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	5:59P- Channel 11 News At 6pm M-F	1					1			1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	9/27/12
6.0	Normal Line / Spot	09/28/12-09/28/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1					1			1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/6	9/27/12
7.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	11:29P- NBC SATURDAY NIGHT LIVE	1						1		1	\$850.00	\$850.00	Pittsburgh (WPXI)	SNL/7	9/27/12
8.0	Normal Line / Sports-Football	09/30/12-09/30/12	5	:30	6:59P- Football Night In America	1						1		1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	FNA 7P-815P/8	9/27/12

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Delaware, OH 43205

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9.0	Normal Line / Spot	09/29/12-09/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/9	9/27/12
10.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	5:30A- 8A (EST)								1	1	\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 530A-8A/10	9/27/12
11.0	Normal Line / Spot	09/30/12-09/30/12	4	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	NEWS FLW FOOTBALL 1135P-1235A/11	9/27/12

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